

SYSTEMS AND METHODS FOR ONLINE INVESTING

ABSTRACT

A method of managing indexed investment products via a computer network includes the step of generating a set of portfolios, each portfolio
5 composed of weighted classes of assets and associated with a degree of loss aversion. The set of portfolios are stored in a database. A set of return distributions are generated for each portfolio for selected investment options and horizon dates and stored in a database. A selected portfolio is matched with an
10 online investor in response to degree of loss aversion information input from the online investor. The online investor is then provided a return distribution associated with the selected portfolio in response to investment option and horizon date information input from the online investor.

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